

THE INFLUENCE OF ENVIRONMENTAL KNOWLEDGE AND LIFESTYLE ON PURCHASE INTENTION OF ECO-LABELED BEVERAGE PRODUCTS

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Abstrak

Pengukuran pengetahuan lingkungan generasi Z, analisis dampak pengetahuan lingkungan terhadap niat generasi Z membeli minuman kemasan, dan analisis pengaruh gaya hidup terhadap niat generasi Z membeli minuman kemasan menjadi tujuan utama penelitian ini. Untuk memperoleh data penelitian ini, survei online digunakan. Generasi Z, yang membeli barang-barang kemasan, merupakan populasi penelitian. SEM-PLS dengan SmartPLS adalah metode analisis yang digunakan. Temuan penelitian ini menunjukkan bahwa anggota generasi Z memiliki pemahaman yang sangat baik terhadap lingkungan. Kemungkinan melakukan pembelian sangat dipengaruhi oleh informasi lingkungan. Niat membeli secara signifikan dipengaruhi oleh gaya hidup.

Kata kunci: Gaya Hidup, Minat Beli, Minuman Kemasan, Pengetahuan Lingkungan

Abstract

Measurement of generation Z's environmental knowledge, analysis of the impact of environmental knowledge on generation Z's intention to purchase packaged drinks, and analysis of the influence of lifestyle on generation Z's intention to purchase packaged drinks are the main objectives of this study. In order to obtain the data for this study, an online survey was used. Generation Z, which buys packaged goods, makes up the study's population. SEM-PLS with SmartPLS is the analysis method employed. The findings of this study indicate that generation Z members have very good understanding of the environment. The likelihood of making a purchase is significantly influenced by environmental information. Purchase intention is significantly influenced favorably by lifestyle.

Keywords: Lifestyle, Purchase Intention, Packaged Drinks, Environmental Knowledge

INTRODUCTION

Environmental problems in Indonesia are now receiving serious attention in an effort to achieve sustainable development (Aman et al., 2012). Community activity in consuming goods or services is one of the causes of environmental problems. This alters people's perceptions and lives through raising public knowledge of environmental sustainability (Lumingkewas, 2016). According to Kantar, a corporate institution with headquarters in London, "Who Cares, Who Does" research from 2020 reveals that Indonesian consumers' interest in eco-friendly products has increased by 112% between 2019 and 2020 (Lumingkewas et al., 2019). According to the findings of the 2017 Nielsen Survey and the WWF-Indonesia survey, which are shown in Figure 1, up to 63% of Indonesian customers are willing to pay more for ecologically friendly items. According to this statistics, the majority of Indonesians are ready to alter their consumption habits and become more environmentally conscious in an effort to improve environmental situations (Meisarah et al., 2023). Modern retailers have now started eliminating plastic shopping bags and replacing them with environmentally friendly shopping bags that can be used repeatedly as a form of contribution to maintaining environmental sustainability (Satyaninrum, 2021). If the target market is aimed at consumers who already have an awareness of protecting the environment, then consumers will be interested in environmentally friendly products (Kurniawati et al., 2022).

Through Minister of the Environment Regulation No. 2/2014 about the inclusion of the Ecolabel Logo as an implementation of Law No. 32/2009 concerning Environmental Protection and Management, the government has also responded to the shifting social norms (Purwantini et al., 2023). Implementing ecolabelling is one of the concrete steps in implementing sustainable production and

consumption, which can increase the availability and access to various environmentally friendly goods or services. Ecolabeling is a means of verified information regarding the environmental aspects of a product (goods or services), components or packaging. Ecolabels can be found in the form of symbols, labels, or statements contained on products or their packaging to provide information to consumers that the product, starting from the acquisition of raw materials or natural resources, the production process, distribution, to the use or disposal of leftover products, has an impact (Raharjo et al., 2023). lower negative impact on the environment when compared to products without an ecolabel. For business actors, implementing ecolabels can improve the product's image in the eyes of consumers, have a competitive advantage in consumers' minds based on environmentally friendly attributes so that the product's competitiveness in domestic and international markets will increase. The growth of the ready-to-drink beverage industry in Indonesia is increasing; overall, in the first semester of 2019, it increased by 22.74% (Harahap et al., 2023).

Customers who already have a favorable opinion of a product or brand are more likely to be interested in buying it. When given the option to pick, someone with purchase interest is motivated to act after watching and taking into account their demands. The likelihood that customers will buy a product can be gauged by their purchasing interest; the greater their interest, the more likely they are to make a purchase (Tannady et al., 2022). Purchase interest refers to both the consumer's propensity to act before making a purchase choice and the consumer action component of consumption attitudes. Therefore, by analyzing consumer buying interest, producers can find out the conditions and habits of consumers in making purchases and help producers attract consumer attention so that there is interest in buying products and ultimately carrying out the purchasing process. One of the factors that can influence consumers' purchasing intentions towards green products is implementing an appropriate green product positioning strategy so that the product can increase consumer perceptions of the product (Raharjo et al., 2023). Consumers who understand the concept of environmental sustainability will have an interest in environmentally friendly companies, products, or services. Better consumer ecological behavior will be the result of greater environmental understanding. Everything a person knows and everything connected to learning together make up their knowledge. Numerous internal factors, such as internal motivation, and external factors in the form of information facilities that are accessible and sociocultural contexts also have an impact on this learning process (Masbullah et al., 2022).

Everything that is contained in the space they occupy and has the potential to have an impact on living things, including human life, is referred to as the environment. Environmental knowledge is general knowledge regarding the relationship between the natural environment and the surrounding ecosystem. Environmental knowledge shows the amount of consumer awareness needed to protect the environment, which is necessary for sustainable development that leads to environmental impacts (Masbullah, 2023). If consumer environmental knowledge improves and consumer awareness to protect the environment also improves, then consumers will be encouraged to apply environmentally friendly behavior in their consumption activities. The greater the knowledge that consumers have about environmental issues, the greater their buying interest in environmentally friendly products (Mas'od & Chin, 2014). Factors that can influence consumer behavior determine the choices that will be consumed in addition to the knowledge they have, namely the consumer's lifestyle itself. Lifestyle is a pattern of a person's behavior, namely how he carries out activities using the money and time he has. Consumers in Indonesia are increasingly aware of the importance of adopting a more environmentally friendly lifestyle, with 86% starting to apply environmentally friendly habits in their daily lives and 74% choosing brands that have social concern for the environment. According to findings from the PwC Global Consumer Insights Pulse Survey (2021), 86% of Indonesian consumers limit the amount of packaging they use and intentionally choose items with ecologically friendly packaging. The eco-friendly way of life that the Indonesian people have chosen can be used as a fundamental input by business players when designing their goods (Kardini et al., 2023).

It is necessary to make efforts to raise public awareness, especially among the younger generation, to pay more attention to the environment given the significant influence society has on the market and the effects of its consumer activities on the environment. The Population Census results released by the Central Statistics Agency in 2020 show that the composition of Indonesia's population is mostly from Gen Z (27.94%), namely the generation born between 1995 and 2012 (Yuniarti & Muhtamar, 2022). Born in the digital era, Generation Z is an educated generation and adaptive to change, so

business actors need to understand the consumption patterns of this generation, especially consumption patterns for environmentally friendly products, which have now become a global issue in business, so that they can develop their products. Generation Z's tendency to participate in social issues is higher compared to generation Y, or the millennial generation. Generation Z is starting to show awareness about starting a sustainable lifestyle that cares more about the environment (Faliza et al., 2024). 58% of Gen Z respondents to a Global Web Index survey from 2018 indicated that they would be ready to pay more for environmentally friendly products. This generation is also beginning to make numerous modest changes for a better environment, beginning with straightforward actions like minimizing the use of single-use plastic, bringing a tumbler with you when you go outside the house, using paper straws, and sorting trash (Utami et al., 2014). In addition to the utilization of technology and ongoing changes in consumer behavior, the development of a more environmentally friendly production and consumption system also rely on customers' willingness to participate in decreasing or altering their consumption habits.

METHOD

This kind of study combines quantitative and qualitative methods. To investigate the proposition that lifestyle and environmental knowledge variables influence purchasing interest variables, quantitative research use multivariate analysis methods with a partial least squares (PLS) methodology. The qualitative method, on the other hand, is a research strategy that generates descriptive data in the form of justifications for the consumer behavior of Generation Z that has been seen. A Google Form is used to disseminate a questionnaire, which is used to collect data for this study. Generation Z, which comprises people in this study between the ages of 20 and 29, is said to comprehend and be able to choose the things they wish to eat, particularly packaged beverage products. Non-probability sampling was used in this study's sample process. Purposive sampling was the method of sampling utilized in this study, which included 100 samples overall. Descriptive statistical analysis is used in this study's data analysis together with multivariate statistical analysis using the SEM (Structural Equation Modeling) analysis tool and the PLS (Partial Least Squares) technique to explain the identification process that respondents were needed to complete in general. The dependent variable will be referred to as an endogenous variable in this study utilizing SEM, whereas the independent variable will be referred to as an exogenous variable.

RESULTS AND DISCUSSION

Gen Z's level of environmental knowledge was obtained from the results of a questionnaire with six indicators and 10 question items. After carrying out the loading factor test, there were 2 question items that were eliminated because they had a loading factor value of <0.7 . The question indicators used include Gen Z's knowledge of global warming issues, environmental pollution, environmental quality improvement, eco-labeled products, and Gen Z's knowledge and views on environmental issues, using a Likert scale ranging from 1 to 5. Based on the Likert scale, a scale range can be created to assist in the decision-making process of understanding consumer perceptions determined by respondents by filling out the questionnaire using the class interval formula. The class interval used based on the calculation results is 0.8. After creating a range of scales, the descriptive results for the environmental knowledge variable show the highest score in the very good category, namely the statement that Gen Z is aware that behavior that does not protect the environment, such as throwing rubbish out of place or using plastic too often, is one of the causes of environmental pollution. These results show that generation Z is aware of current environmental issues and knows what behaviors can pollute the environment.

Growing up in a sophisticated digital era means that Gen Z has been exposed to the internet and social networks from an early age, making them accustomed to collecting and combining several sources of information. This gives Gen Z a better understanding of environmental and social issues that are happening easily and quickly. In line with previous research showing that Gen Z is concerned about climate change issues, as many as 78% of respondents know about environmental issues, which they mainly get through social media. A higher level of knowledge will result in better consumer ecological behavior. The accumulation of product packaging waste that is difficult to decompose is one of the biggest causes of environmental pollution, which makes the ecosystem unbalanced and will have an impact on various aspects of human life. So, products are needed that, in their process cycle

from raw material acquisition to the packaging process, do not worsen environmental damage. Ecolabeled products will help consumers differentiate products that pay attention to environmental aspects from similar products that do not pay attention to environmental aspects.

Meanwhile, other indicators are respondents' knowledge of global warming issues, respondents' knowledge of the impacts caused by products consumed, such as pollution of rivers by packaging waste that accumulates and is difficult to decompose, respondents' participation in protecting the environment by using eco-labeled products, and respondent's knowledge of Respondents regarding the meaning of the eco-label on product packaging are also in the very good category. This shows that Generation Z knows about environmental issues that occur in the surrounding environment, understands the impact caused by the products consumed, and starts to improve environmental quality. Better consumer knowledge of environmental issues and the value of eco-labeled products will make consumers more interested in choosing eco-labeled products.

Based on statistical calculations, a p-value of $0.002 < 0.05$ and a t-statistic of $3.065 > 1.96$ were found. Therefore, H_0 was disregarded and H was accepted in this study, indicating that the environmental knowledge of Gen Z significantly influences purchasing intention. According to the environmental knowledge variable's path coefficient value of 0.339, which has a positive direction, the environmental knowledge variable has an effect on the purchase intention variable by 33.9%. The higher the environmental knowledge possessed by Gen Z, the higher the intention to buy Gen Z's eco-labeled packaged beverage products. Environmental knowledge is a collection of ecological skills that people have in relation to the environment. Manufacturers are encouraged to focus more on the consumer or the customer as business competition increases. Consumers' need for environmental understanding and, on the other side, the company's desire to be able to offer more information in an effort to educate customers. Consumers' evaluation of a product's attributes is based on their understanding of the attributes' real usefulness, and as a result, their decision to purchase a product is indirectly influenced by their understanding of the attributes.

Gen Z, known as the iGeneration or internet generation, finds it easier to obtain information and has a better understanding of environmental and social issues that are occurring rapidly, especially environmental issues that they learn about through social media. One of the most highlighted environmental pollution issues today is global warming. The impact is starting to feel like there are changes in weather and temperature that occur erratically. Gen Z's environmental knowledge will have an impact on the mindset that is reflected in his consumption behavior. Information obtained by consumers can be used as a consideration for selecting and evaluating products to be consumed. Green products circulating on the market as a form of producer contribution to starting to pay attention to the environment are diverse, one of which is ecolabel packaged drinks. With the use of eco-labels, consumers can clearly know whether or not the products they want to buy are environmentally friendly. Ecolabeling is a form of product attribute that can be utilized by business people to increase the value of their products by implementing appropriate positioning marketing strategies based on environmentally friendly attributes to create a different identity in the minds of consumers.

Customers are typically prepared to pay more for a product if it offers greater value than competing goods. Some customers are unwilling to pay more for environmentally friendly products because they do not fully understand these products and the advantages they offer, or because they do not truly care about environmental issues and do not fully comprehend what is happening to the environment around them. This condition affects a person's willingness to buy environmentally friendly products. Business people need to provide more information to consumers, which will increase consumer interest in eco-friendly products. Consumer knowledge can be pursued by producers by providing information through packaging labels. The use of ecolabels on product packaging as a claim that the product process cycle has a smaller negative impact on the environment will influence consumer attitudes to have a greater inclination towards environmentally friendly products. Consumers will be more knowledgeable about the quality of environmentally friendly items as a result of improved information, which will increase their desire to select such products.

Interest in consuming eco-labeled beverages can be increased by increasing consumer environmental awareness through the use of information and knowledge that will foster consumer attitudes that it is necessary to improve current consumption behavior to become more sustainable. The existence of eco-labeled packaged beverage products, besides being able to help reduce packaging waste that is difficult to decompose, will give the product more value in the eyes of consumers. The

final model, all of which have fulfilled the model validity requirements. The environmental knowledge variable has eight sub-indicators where previously there were two sub-indicators that have been removed, namely increasing temperature (PFA1) and unexpected weather changes (PFA2), because they have a loading factor value of < 0.7 , which means they do not meet the model evaluation requirements. The sub-indicators on the environmental knowledge variable all have a t-statistic value of > 1.96 , which indicates that there is an influence of the Z gene environmental knowledge variable on the intention to buy eco-labeled packaged beverages.

Factual knowledge is knowledge stored in one's memory. It is important for people to know about and pay more attention to environmental problems that occur around them and to switch to using eco-labeled products, especially the younger generation. Currently, a lot of environmental damage is caused by packaging materials that are not environmentally friendly, such as plastic packaging waste, which can pollute the environment and cause global warming. This can be seen in the statement of the PFA3 subindicator "the environment is polluted by packaging waste," which has a mean value of 4.00, which means that respondents strongly agree with this statement and are known to have an effect of 81.4% on the environmental knowledge variable. Community behavior such as disposing of waste in the wrong place and using plastic that is difficult to decompose too often pollutes the environment. This can be seen in the statement of the PFA4 subindicator "behavior not protecting the environment causes environmental pollution," which has an average value of 4.57, which means that respondents strongly agree with this statement and are known to have an effect of 78.7% on the variable environmental knowledge.

As for Generation Z, they are starting to change their habits to reduce their use of plastic. The discussion held at Playfest 2022: Reactive Your Sense, Danone-AQUA 89.4% of participants admitted that they were wiser about using plastic. This can be seen in the statement that the PFA5 sub-indicator "does not use plastic-based packaging" has an average value of 4.43, which means that respondents strongly agree with this statement and is known to have an influence of 78.9% on the environmental knowledge variable. Gen Z is also willing to switch to using products that are more environmentally friendly, such as reusable packaging, to help reduce environmental pollution. This can be seen through the PFA6 sub-indicator "use of reusable packaging," which has an average value of 4.46, which means that respondents strongly agree with this statement and is known to have an influence of 84.4% on the environmental knowledge variable. It is important for consumers to know the meaning of the eco-label on the packaging in order to differentiate eco-labeled products from non-eco-labeled products. This can be seen from the statement that the PFA7 indicator "knowing the meaning of ecolabels on packaging" has an average value of 4.30, which means that respondents strongly agree with this statement and is known to have an influence of 73.9% on the environmental knowledge variable.

Subjective knowledge in this case is the respondent's view of environmental issues that occur. The environmental problem that is quite worrying at this time is the excessive use of plastic, which must be addressed immediately. This can be seen from the statement that the PSU1 sub-indicator "environmental problems are an issue that must be addressed" has an average value of 4.54, which means that respondents strongly agree with this statement and are known to have an influence of 73.5% on the environmental knowledge variable. Consumers will prefer products from manufacturers that have implemented various sustainability initiatives in their business operations, such as obtaining and using raw materials that are more environmentally friendly. This can be seen from the statement that the PSU2 sub-indicator "a good production process does not cause environmental problems" has an average value of 4.34, which means that respondents strongly agree with this statement and it is known to have an influence of 78.7% on the environmental knowledge variable. Abstract knowledge in this case is the respondent's knowledge about the impact of environmental problems. Respondents, especially in this study's generation Z, realized that waste products that are difficult to decompose pollute the environment. This can be seen from the statement that the PAB1 sub-indicator "negative impact of packaging waste" has an average value of 4.54, which means consumers strongly agree with this statement and is known to have an influence of 83.9% on the environmental knowledge variable.

Based on statistical calculations, a p-value of $0.000 < 0.05$ and a t-statistic value of $4.838 > 1.96$ were achieved. As a result, H_0 is disregarded in this study while H_a is accepted, indicating that lifestyle significantly influences buying interest. The path coefficient value of the lifestyle variable, which is 0.524 and has a positive direction, indicates the extent of the influence of lifestyle factors on purchase intention findings. As a result, the lifestyle variable has an effect of 52.4% on the purchase

intention variable. The findings of this study suggest that lifestyle has an impact on generation Z consumers' intentions to purchase packaged beverages with an eco-label. Lifestyle in this study is more focused on individual lifestyles, which are characterized by instantaneous lifestyles and also pay attention to environmental sustainability in addition to meeting consumption needs. The better Gen Z implements a sustainable lifestyle, the better Gen Z's buying interest in eco-labeled packaged beverage products will be. The ability of an environmentally friendly product to continue existing as a product that people want to purchase can depend on consumer lifestyle. This is consistent with the findings of earlier studies, which demonstrate that cultural and lifestyle trends influence customer behavior when it comes to buying environmentally friendly products. Every individual can make a positive contribution to the environment. Gen Z is willing to change their consumption habits to pay more attention to the environment, such as through minimalist lifestyle trends and zero waste (reuse, reduce, and recycle). It is very important for generation Z to be able to adopt a sustainable zero-waste lifestyle. As a generation born in the digital era, this generation can utilize technology and social media to understand environmental issues that occur easily and quickly and can play an active role in social movements for the environment.

CONCLUSION

Generation Z's environmental knowledge is included in the very good category. These results indicate that Generation Z already knows about current environmental issues, knows what behaviors can pollute the environment, and understands the impact caused by the products they consume. The environmental knowledge variable has a direct influence on the buying intention variable for eco-labeled packaged drinks by generation Z. The hypothesis test shows that H_a is accepted and H_0 is rejected. 34% of buying interest in packaged beverages with an eco-label is impacted by the Z gene environmental knowledge variable, and the remaining 76% is influenced by other variables not looked at in this study. Generation Z's interest in purchasing packaged beverages with an eco-label is directly influenced by lifestyle factors; as a result, the hypothesis test shows that H_0 is rejected and H_a is accepted. 52% of the purchase intention for beverages with an eco-label is impacted by the Z gene lifestyle variable, with the remaining 48% influenced by other variables not included in this study.

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